3 November, 2023

EXPERIENCE MAKERS 台灣站
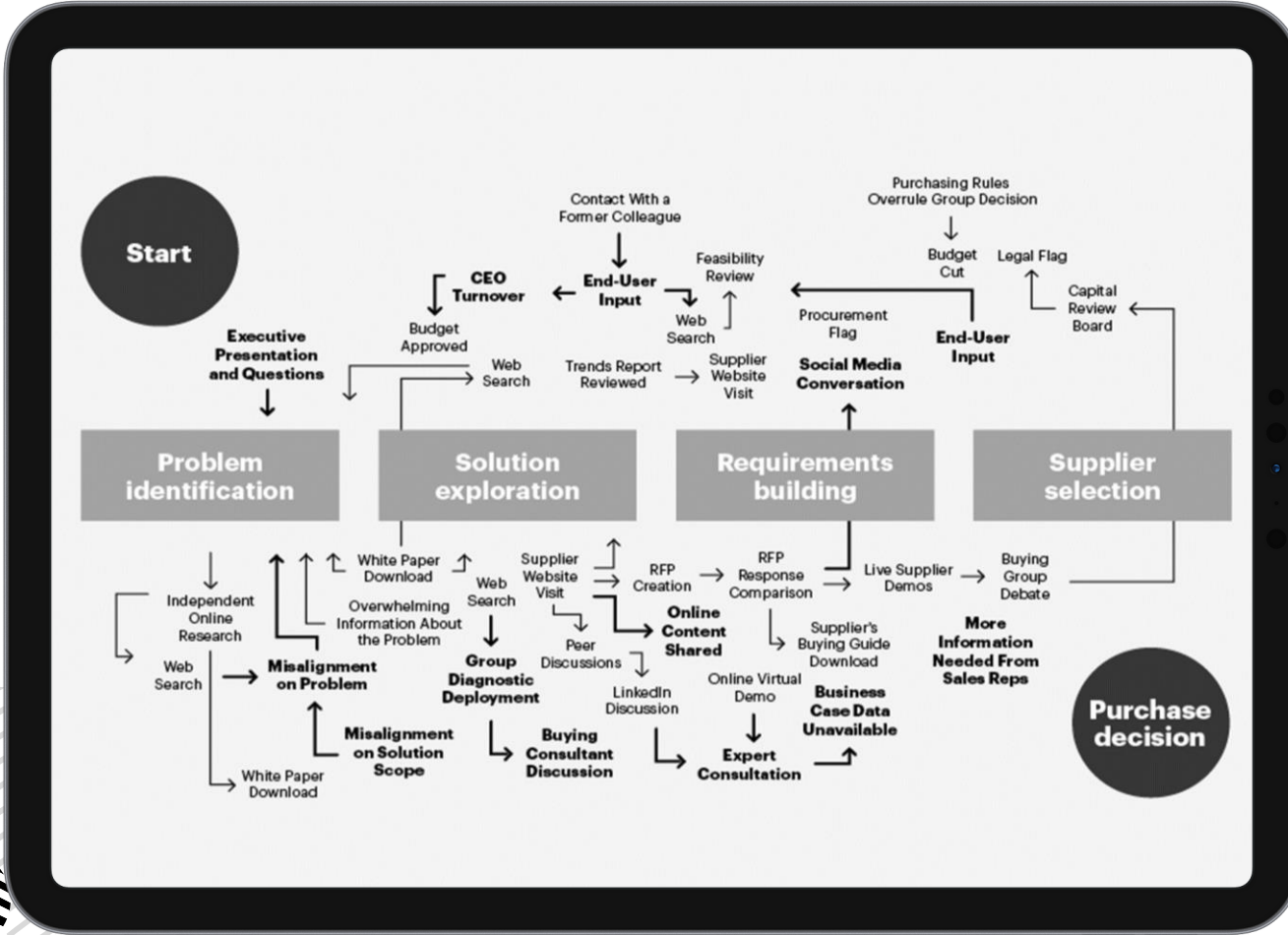
The conference for digital leaders.

下一代的 **B2B** 體驗

Adobe

Today's B2B buying journey is more complex than ever

Brands struggle to meet the needs of their buyers, sellers, marketers and partners

Buyer Journey Realities

Average number of...

11	10	37
Decision Makers	Channels Engaged	Interactions per Buying Group Member

Only 17%
of buyer's time spent meeting with potential suppliers

59% increase
in journey interactions

18-month
average deal cycle

Adobe

Next-gen B2B Experiences require

Data Insights & Activation

Content Management & Collaboration

Omnichannel Journey Automation

Digital Commerce

Modern Enterprise Infrastructure

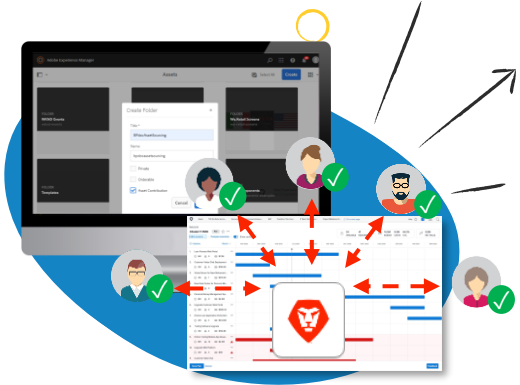| Composable Services	Artificial Intelligence	Open APIs	Data Collection & Query	Privacy & Governance	Cloud

Adobe Experience Cloud for B2B

Data Insights & Activation

Content Management & Collaboration

Omnichannel Journey Automation

Digital Commerce

Adobe Experience Cloud

| Real-Time CDP | Customer Journey Analytics | Marketo Measure | | Adobe Experience Manager | Workfront | Creative Cloud & Document Cloud | | Marketo Engage | Target | | Adobe Commerce |

| Unified Profile | Common Identity | Experimentation | Composable | Multi-Cloud | API-First / Headless | Data Sovereignty | Privacy & Governance |

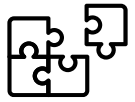## Adobe Experience Platform

Data | Content | Sensei

High-value B2B use cases

Optimize Web Marketing Experiences
Launch and optimize global web marketing channels and customer experiences

Streamline Profile Activation for Real-time Personalization
Unify and activate campaign-ready audiences to automate real-time personalized experiences

Modernize Demand Marketing
Streamline and automate account-based sales and marketing engagement using unified data

B2B Marketing Performance Optimization
Understand customer behaviors to orchestrate complex customer journeys

Elevating Marketing in B2B Enterprises

Oct 2023

Deloitte.
Digital

For B2B companies, **marketing** must become the engine that drives

Brand Preference.
Revenue Growth.
Customer Experience.

A recent study by the CMO Council and Deloitte found that:
*CMOs have been increasingly asked to elevate their activities from **brand and marketing plan management to** acting as an **enterprise-wide revenue driver** that taps into the hearts and minds of customers.*

Digital in B2B is Complex

Complex Technology

The existing technologies in place for manufacturers are expensive to manage and extend.

Complex Products

Customers need lots of product information on complex products to make decisions and solve their problems.

Scarce Resources

Finding the right people is difficult. B2B is not a "sexy" market for people with digital skills.

Cultural Shift

Ongoing expertise, best practices, troubleshooting and product use recommendations

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*"Make your customers' job easier and they will come back.
If they come back, they will spend more"*

FROM

Consumer shopping and discovery experiences

TO

Buying is a <u>Job</u>. Utility is the Experience.

Brand Experience bases on UX Design but more than the interface

And for B2B, devil is always in details

B2B Portal Design Principles

1. Help me **compare and choose** the right product and service to suit my unique needs
2. Give me the **confidence** to trust you
3. Clearly demonstrate how you are **differentiated** from your competitors
4. Succinctly tell me what goals I can **accomplish** on your portal
5. Give me **instantaneous** access to saveable, sharable **information**
6. Help me **address questions** from different stakeholders and approvers within my company
7. Give me **relevant case studies** from my **peers** and **similar companies** so I can understand **implications**
8. **Know my situation** at every stage of the buying process, **regardless of channel** and **touchpoint**

To design for niche chemical products and support complex enterprise customer needs, consider:

Orders

Some buyers put in many new orders a day, so highlight new orders and show order details to help them find the right one quickly.

Open actions

Visually differentiate Open orders and account activities that require attention.

Product sheets

Some buyers require quality assurance documentation as part of their order, so provide them a quick way to download product sheets as part of the process.

Customer reference no.

Some buyers want to enter their own reference numbers, name, cost centre as part of their internal procurement process, and to have traceability.

Pack sizes and units

For industrial supplies, different pack sizes and units may be available for a given product, and order by size.

Pricing

Price per litre, price with and without tax, pricing date could be important for different buyers

Invoices & documents

Due to the complexity of B2B relationships, consider these document types besides invoices: credit note, settlement, disputes, statements, reprints, accounting reports, etc.

View & Export Options

Show payments due within a given timeframe, view invoices for a given month, and export statements to help buyer's procurement and accounting team.

Billing accounts

An organisation could have multiple buyers but still want a centralised view of invoices. Consider adding different billing accounts.

Delivery instructions

Buyer appreciate the ability to easily set delivery to different sites, warehouses, and within a timeframe

Contextual information

Displaying content and product information by use, industry, and display relevant content in context is important to B2B buyers.

User permissions

Different user types within one organisation may require different permission and security levels.

Our 25-year journey with Adobe

Supplier

1994
Preferred supplier to Adobe for Consulting and M&A

Deloitte contracted to transform adobe.com into a full ecommerce engine
2009

Adobe acquire Magento – Deloitte immediately partner with Vaimo to safely build capacity and capability

2018

Customer

2012
Deloitte select Adobe Experience Cloud as the single platform to power Deloitte.com globally

2005-15
Adobe makes acquisitions to create their Experience Cloud, we followed each by hiring and/or partnering on each platform

2002
Adobe acquires Accelio – a platform Deloitte delivered, and go-to-market relationship begins

Partner

Supplier

Partner

Customer

PLATINUM
Solution Partner
GLOBAL SPECIALIZED
Adobe Analytics

PLATINUM
Solution Partner
GLOBAL SPECIALIZED
Adobe Experience Manager

PLATINUM
Solution Partner
GLOBAL SPECIALIZED
Adobe Campaign

Awards

Assets

Solution
PARTNER PROGRAM

Amplify Partner
Solution Program

Take Deloitte.com as example – global site with local experience

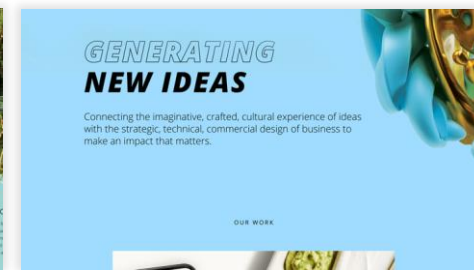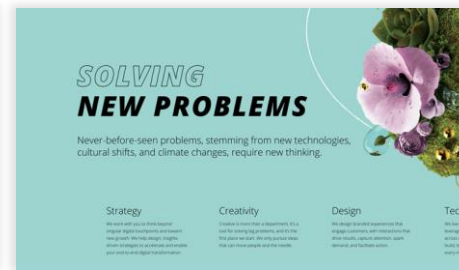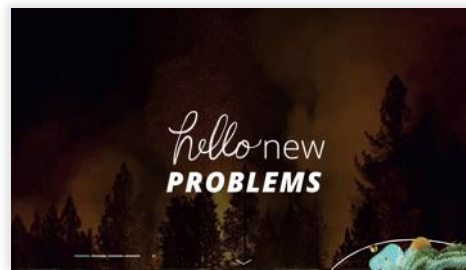# We are continuing looking for transformation opportunities

FROM

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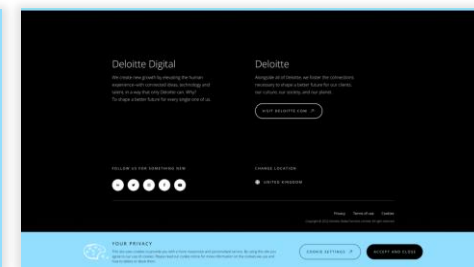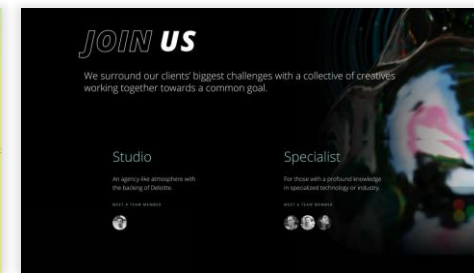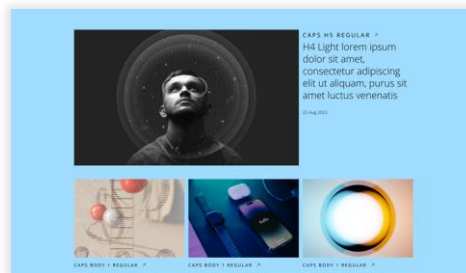
B2B Marketing: Deloitte offering architecture

	MARKETING TECH & OPS	DIGITAL EXPERIENCE	CUSTOMER ENGAGEMENT	CUSTOMER INSIGHTS	ADVERTISING & BRAND
ESSENTIAL OFFERINGS	• Organization • Process & Workflow • Platforms & Capabilities • Planning & Reporting • KPI definition	• Customer Research • Experience Design • WCMS Tech Implementation • Content Strategy & Ops • Personalization & optimization	• MAP Tech Implementation • Data Integration & Mgmt • Campaign Planning • Campaign Design & Execution • Account Based Marketing	• CDP Design & implementation • Marketing Analytics • Customer Segmentation • Account sensing & targeting • Sales & decision enablement	• Brand strategy & creative • Performance advertising • Paid media optimization • Digital media activation • Search Optimization
RELEVANT TECH	• Adobe AJO	• Adobe, AEM, Target,	• Adobe Commerce	• Adobe AEP	• Adobe Ad Cloud, Analytics
RELATED OFFERINGS	• Customer Strategy • Enterprise Business Planning	• Commerce • Deloitte Studios • Digital Customer – Service • Privacy & Cyber	• Digital Customer - Sales	• Business Analytics • Cognitive Analytics • Digital Customer	• -

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